

## MARLBORO MOTORCYCLING

### AUGUST STATUS REPORT

- Team Roberts sweatshirts have been produced.
- A media center was in place for the Pocono Race August 23-25. Catering was arranged for the press at Pocono International Raceway.
- A hospitality suite was arranged for the Pocono Race, it was well-received by Philip Morris VIP's.
- Robbie Petersen won the Pocono WERA Race and Rich Oliver crashed in the first leg giving him an overall 14th place finish.

### Results

- Marlboro Team Roberts Rider Robbie Petersen now leads the point standings with 98 points and teammate Rich Oliver follows with 84 points. Valvoline Team Suzuki rider Chuck Graves is in third place with 78 points.

### Retail

- 800 posters were placed in the local market by our regional sales office, an additional 200 were placed at Yamaha dealerships utilizing the dealer network.
- The manager of Marlboro Team Roberts, Chuck Aksland has given his approval to a track demonstration in conjunction with the Nazareth cart race on Oct. 6. Pending PM approval now.
- We are working with the local sales forces in West Palm and Atlanta markets to assist in execution of operational aspects of the Motorcycle Program.

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- We pitched stories to and received coverage from Wilkes Barre Times Leader, Scranton Times, Cycle News, and American Roadracing.
- Three radio stations requested interviews with riders and all interviews were completed for the Pocono race. Local electronic coverage was fair.

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